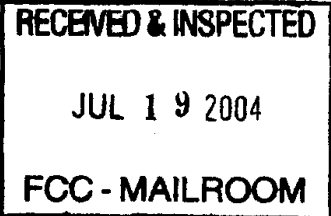


#04-242

**RESOLUTION OF THE TOWNSHIP OF MANCHESTER,
COUNTY OF OCEAN, STATE OF NEW JERSEY,
SEEKING REGULATION OF ADVERTISING FOR
PRESCRIPTION DRUGS**



WHEREAS, the Township Council of the Township of Manchester has taken notice of the inordinate amount of prescription drug advertising that takes place in the media; and

WHEREAS, the Township Council believes that the consumer is unfairly besieged by bombardment of prescription drug advertisements that promise to cure a variety of maladies both psychological and physical; and

WHEREAS, very often the consumer is not aware what the prescription medication is designed to accomplish or what malady it is designed to correct; and

WHEREAS, the Township Council of the Township of Manchester believes that the marketing of drugs in a cavalier and promotional fashion may leave the wrong impression upon the consumer, especially young viewers, listeners, and readers; and

WHEREAS, the Township Council believes that the drug advertising business should be regulated in a manner similar to the regulation of tobacco so that the message is clear and the intent of the product is stated plainly; and

WHEREAS, the Township Council believes that this matter should be investigated by the Federal Communications Commission as well as the Food and Drug Administration.

NOW, THEREFORE, BE IT RESOLVED by the Township Council of the Township of Manchester, County of Ocean, State of New Jersey, as follows:

1. That the Federal Communications Commission and the Food and Drug Administration should regulate and monitor more closely the advertisement of prescription drugs to protect the consumer.
2. That the Township Clerk shall forward a certified copy of this Resolution to the following:
 - A. Federal Communication Commission
 - B. Food and Drug Administration
 - C. 9th, 10th and 30th Legislative Districts
 - D. All other parties in interest

CERTIFICATION

I, Marie S. Pellecchia, Clerk of the Township of Manchester, County of Ocean, State of New Jersey, do hereby certify the foregoing to be a true and correct copy of a Resolution adopted by the Township Council at a meeting held on the 28th day of June, 2004.


Marie S. Pellecchia, R.M.C.
Township Clerk